

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period April 1, 2017 to March 31, 2018

1) Employment Unit: Gleiser Communications, LLC/ATW Media, LLC – Tyler, Texas

2) Unit Members (Stations and Communities of License):

KTBB-AM – Tyler, Texas
KTBB-FM – Troup, Texas
KRWR-FM – Tyler, Texas
KYZS-AM – Tyler, Texas

3) EEO Contact Information for Unit Member:

Mailing Address: Gleiser Communications, LLC ATW Media, LLC 1001 E. SE. Loop 323, Suite 455 Tyler, TX 75701	Telephone No.: 903-593-2519 Contact Person/Title: Paul L. Gleiser. President E-mail Address: pgleiser@gleisercom.com
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4) List all Full-time Job Vacancies Filled by Each Station in the Employment Unit.

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
Salesperson	Indeed.com
Salesperson	Referral via station client (word-of-mouth)
Salesperson	Referral via station client (word-of-mouth)
Traffic Manager	Indeed.com
Traffic Manager	Referral via station employee

xxxxx

5) Total Number of Interviewees Referred: For the period from April 1, 2015 through March 31, 2016 a total of 26 interviewees were referred and five employees were hired.

6) Supplemental Recruitment Initiatives

(a) Initiative: Station personnel training

Gleiser Communications, LLC (“Gleiser”) and ATW Media, LLC (“ATW”) provide regular training to its employees based on the job description and department of the employee. On a continuing basis, technical operators were trained using a company-produced manual *“Radio Station Operator Handbook & Certification Course.”* Salespersons receive training from online and software-based training courses that are specific to radio station and broadcast selling. The company holds regular interdepartmental meetings in which regulatory, financial, community service and news coverage ethics are discussed.

(b) Initiative: Internship Program

In the spring and summer of 2017, Patrick Cunningham, a student at the University of Texas at Tyler, worked in the station’s sports department as an intern. During his internship, Cunningham was trained on the procedures attendant to editing audio for use in sportscasts and in the station’s longform sports call-in show, screening callers, briefing guests and performing other duties attendant to sports programming.

Stations KTBB-AM, KTBB-FM, KRWR-FM and KYZS-AM are Equal Opportunity Employers

(c) Initiative: College Campus Presentation

Gleiser and ATW published a brochure titled, *Career Opportunities in Radio Broadcasting*. This publication is made widely available in the market. Company president Paul Gleiser spoke to students in the College of Arts & Sciences at the University of Texas at Tyler at which attendees were offered the opportunity to learn about careers in radio broadcasting and to apply for internship positions with the company.

(d) Initiative: Internship Program

In the spring and summer of 2017, University of Texas student Andrew King worked at the station as a news, programming and operations intern. During his internship, King was trained in multiple aspects of station operation including news gathering, audio editing, on-air technical operation and on-air programming support.

GLEISER COMMUNICATIONS, LLC/ATW MEDIA, LLC
KTBB, KTBB-FM, KRWR, KYZS
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SECTION I: Master Recruitment Source List (MRSL)

RS NUMBER	RECRUITMENT SOURCE INFORMATION	SOURCE ENTITLED TO VACANCY NOTIFICATION? (Y/N)	NO. INTERVIEWEES REFERRED BY SOURCE PAST 12 MOS.
1	Job fairs attended by KTBB/KTBB-FM/KYZS	N	
2	Walk-in/call-in applicants	N	2
3	Word-of-mouth	N	4
4	Referral by current employee	N	1
5	KTBB.com website job opening posting	N	
6	KTBB, KTBB-FM, KRWR, KYZS on air announcements of job opening	N	12
7	Texas College, 2404 N. Grand, Tyler, Texas 75702, 903-593-8311	N	
8	Tyler Career Services, UNIVERSITY OF TEXAS AT TYLER, 3900 University Blvd, Tyler, TX 75799, 903-565-5581	N	
9	Hispanic Business Center, UNIVERSITY OF TEXAS AT TYLER, 3900 University Blvd, Tyler, TX 75799, 903-565-5581	N	
10	STEPHEN F. AUSTIN STATE UNIVERSITY, P.O. Box 13048, SFA Station, Nacogdoches, TX 75962-3048, 903-468-1278	N	
11	NATIONAL BROADCASTING SOCIETY, P.O. Box 13048, SFA Station, Nacogdoches, TX 75962-3048, 903-468-1278	N	
12	Mary Olsen, LeTOURNEAU UNIVERSITY CAREER SERVICES, 2100 Moberly Avenue, Longview, TX 75602, 800-759-8811	N	
13	Texas Association of Broadcasters website: www.tab.org	N	3
14	East Texas Workforce Center, 4100 Troup Highway, Tyler, TX 75701, 903-561-8131	N	
15	Kim Harden, Tyler Junior College, P.O. Box 9020, Tyler, TX 75701, 903-510-2334	N	
16	Cedric Granbury, NAACP, 2000 W. Gentry Pkwy, Tyler, TX 75702, 903-531-0071	N	
17	Tyler Morning Telegraph, P.O. Box 2030, Tyler, TX 75710	N	

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18	Longview News Journal, 320 E. Mathvin, Longview, TX 75601	N	
19	Driedra Brelsford, Bresford Personnel, 3600 Old Bullard Road, Suite 301, Tyler, TX 75701, 903-567-2996	N	
20	Station social media (Facebook)	N	2
21	Ziprecruiter.com website	N	
22	Indeed.com website	N	2

